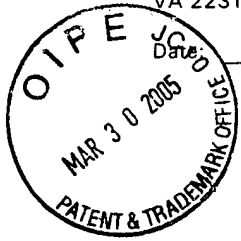


**CERTIFICATE OF MAILING/TRANSMISSION (37 CFR 1.8)**

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Date: 3/28/05

By: Patti Hespell  
Patti Hespell

**Mail Stop Amendment**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**In Re: Patent Application of Charles A. Eldering**

Conf. No.: 8185 : Group Art Unit: 2611  
Appln. No.: 09/205,119 : Examiner: Lonsberry, Hunter D.  
Filing Date: 03 December 1998 : Att'y. Docket No.: 8887.3004 (T704-00)  
Title: ADVERTISEMENT MONITORING SYSTEM

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**INFORMATION DISCLOSURE STATEMENT**

Each of the documents listed on the attached Information Disclosure Statement Citation Forms PTO/SB/08A and PTO/SB/08B may be material to the patentability of the above-identified patent application and/or may result in a duty to disclose in accordance with 37 C.F.R. §1.56.

In accordance with the official waiver posted July 11, 2003, copies of the U.S. Patents and U.S. Patent Publications listed on the attached Form PTO/SB/08A are not being provided. However, copies of the foreign references and non-patent documents are enclosed. The official waiver withdraws the requirement under 37 C.F.R. § 1.98(a)(2)(i) for submitting copies of each listed U.S. Patent and U.S. Patent Application Publication with respect to applications filed after June 30, 2003. Copies of the listed U.S. Patent documents will be provided upon request.

The filing of this Information Disclosure Statement shall not be construed as an admission that any of the listed documents constitute prior art, nor as an admission against interest in any manner.

This Information Disclosure Statement is being submitted:

- ☐ (1) within three (3) months of the filing date, entry into national phase in an international application or before the mailing date of the First Office Action; or

- ☒ (2) after the period defined in (1) above but before the mailing date of a Final Rejection or Notice of Allowance, and
- ☐ Certification is made below, or
- ☒ The check or authorization to charge deposit account in the amount of the fee set forth by 37 C.F.R. §1.17(p) is attached.
- ☐ (3) after the mailing date of a Final Rejection or Notice of Allowance but before the payment of the Issue Fee, and
- ☐ Applicant hereby Petitions the Commissioner to consider the attached references; Certification is made below and the fee is included.

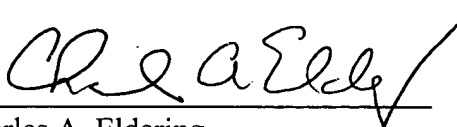
It is respectfully requested that this Information Disclosure Statement and the documents listed on the attached Form PTO/SB/08A and PTO/SB/08B be considered and acknowledged by the Examiner in connection with the above-identified patent application, be made of record therein, and that the listed document(s) be cited in the issued patent.

☒ The Commissioner is hereby authorized to charge Deposit Account No. 501535 as noted below. A duplicate copy is enclosed.

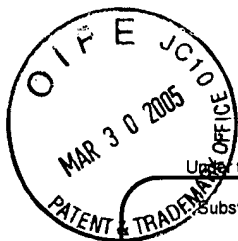
☒ Information Disclosure Statement Fee under 37 C.F.R. §1.97(c) and §1.17(p) in the amount of \$180.00.

☒ Any deficiencies or overpayments in the above-calculated fee.

Respectfully submitted,

  
Charles A. Eldering  
Reg. No. 39,180  
Technology, Patents and Licensing Inc.  
6206 Kellers Church Road  
Pipersville, PA 18947  
(215) 766-2100

Date: 03/27/05



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**INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT**

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Sheet 1

of 4

**Complete if Known**

Application Number	09/205,119
Filing Date	03 DECEMBER 1998
First Named Inventor	Eldering, Charles
Art Unit	2611
Examiner Name	Lonsberry, Hunter
Attorney Docket Number	T704-00(8887.3004)

**U. S. PATENT DOCUMENTS**

Examiner Initials*	Cite No. <sup>1</sup>	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code <sup>2</sup> (if known)			
	AUA	US- 5351075	09/27/1994	Herz, Frederick	
	AVA	US- 5585865	12/17/1996	Amano, Toshio	
	AWA	US- 5604542	02/18/1997	Dedrick, Rick	
	AXA	US- 5632007	05/20/1997	Freeman, Michael J.	
	AYA	US- 5661516	08/26/1997	Carles, John B.	
	AZA	US- 5974396	10/26/1999	Anderson, Michael W.	
	AAB	US- 6055510	04/25/2000	Henrick, Robert F.	
	ABB	US- 6141010	10/31/2000	Hoyle, Martin David	
	ACB	US- 4833308	05/23/1989	Humble	
	ADB	US- 4930011	05/29/1990	Kiewit, David A.	
	AEB	US- 4972504	11/20/1990	Daniel, Jr., James N	
	AFB	US- 5128752	07/07/1992	Von Kohorn, Henry	
	AGB	US- 5201010	04/06/1993	Deaton, David W.	
	AHB	US- 5227874	07/13/1993	Von Kohorn, Henry	
	AIB	US- 5237620	08/17/1993	Deaton, David W.	
	AJB	US- 5285278	02/08/1994	Holman, Michael J.	
	AKB	US- 5305196	04/19/1994	Deaton, David W.	
	ALB	US- 5315093	05/24/1994	Stewart, Roy A.	
	AMB	US- 5327508	07/05/1994	Deaton, David W.	

**FOREIGN PATENT DOCUMENTS**

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		Country Code <sup>3</sup> -Number <sup>4</sup> -Kind Code <sup>5</sup> (if known)				
	CDD	WO0124027	04/05/2001	Ullman, Craig		
	CEE	WO9707565	02/27/1997	Toy, Lester		
	CFF	WO0065237	11/02/2000	Johnson, Kenneth Alan		
	CGG	WO9423383	10/13/1994	LaLonde, James E.		
	CHH	WO9726612	07/24/1997	Peckover, Douglas L.		
	CII	WO9821713	05/22/1998	Leville, Kevin		

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SignatureDate  
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Application Number	09/205,119
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First Named Inventor	Eldering, Charles
Art Unit	2611
Examiner Name	Lonsberry, Hunter
Attorney Docket Number	T704-00(8887.3004)

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	ANB	US- 5388165	02/07/1995	Deaton, David W.	
	AOB	US- 5430644	07/04/1995	Deaton, David W.	
	APB	US- 5448471	09/05/1995	Deaton, David W.	
	AQB	US- 5592560	01/07/1997	Deaton, David W.	
	ARB	US- 5621812	04/15/1997	Deaton, David W.	
	ASB	US- 5638457	06/10/1997	Deaton, David W.	
	ATB	US- 5642485	06/24/1997	Deaton, David W.	
	AUB	US- 5644723	07/01/1997	Deaton, David W.	
	AVB	US- 5649114	07/15/1997	Deaton, David W.	
	AWB	US- 5659469	08/19/1997	Deaton, David W.	
	AXB	US- 5675662	10/07/1997	Deaton, David W.	
	AYB	US- 5687322	11/11/1997	Deaton, David W.	
	AZB	US- 5754939	05/19/1998	Herz, Frederick S. M.	
	AAC	US- 5774868	06/30/1998	Cragun, Brian John	
	ABC	US- 5794210	08/11/1998	Goldhaber, A. Nathan	
	ACC	US- 5832457	11/03/1998	O'Brien, Michael F.	
	ADC	US- 5930764	07/27/1999	Melchione, Anthony T.	
	AEC	US- 5970469	10/19/1999	Scroggie, Michael C.	
	AFC	US- 5974399	10/26/1999	Giuliani, John A.	

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		Country Code <sup>3</sup> Number <sup>4</sup> Kind Code <sup>5</sup> (if known)				
	CJJ	WO9834189	08/06/1998	Roth, David, William		
	CKK	WO9965237	12/16/1999	Ismail, Labeeb K.		

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Sheet **3**of **4****Complete if Known**

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First Named Inventor	ELDERING, CHARLES
Art Unit	2611
Examiner Name	Lonsberry, Hunter D.
Attorney Docket Number	T704-00(8887.3004)

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		Number-Kind Code <sup>2</sup> (if known)			
	AGC	US- 5978799	11/02/1999	Hirsch, G. Scott	
	AHC	US- 6014634	01/11/2000	Scroggie, Michael C.	
	AIC	US- 6026370	02/15/2000	Jermyn, Michael G.	
	AJC	US- 6035280	03/07/2000	Christensen, Scott N.	
	AKC	US- 6038591	03/14/2000	Wolfe, Robert L.	
	ALC	US- 6055573	04/25/2000	Gardenswartz, Will H.	
	AMC	US- 6084628	07/04/2000	Sawyer, Francois	
	ANC	US- 6185541	02/06/2001	Scroggie, Michael C.	
	AOC	US- 6560578	05/06/2003	Eldering, Charles A.	
	APC	US- 20030088872	05/08/2003	Maissel, Jonathan	
	AQC	US- 6457010	09/24/2002	Eldering, Charles A.	
	ARC	US- 09/635,542	08/10/2000	Eldering, Charles A.	
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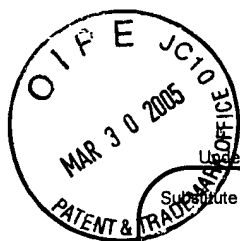
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Application Number	09/205,119
Filing Date	03 DECEMBER 1998
First Named Inventor	ELDERING, CHARLES A.
Art Unit	2611
Examiner Name	LONSBERRY, HUNTER D.
Attorney Docket Number	T704-00 (8887.30004)

Sheet 4 of 4

**NON PATENT LITERATURE DOCUMENTS**

Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>
	CU	ARMSTRONG, LARRY, "Coupon Clippers, Save Your Scissors", Business Week, June 20, 1994, pgs. cover, table of contents, 164, 166.	
	CV	ROSSI, MCCULLOCH, ALLENBY, "The Value of Purchase History Data in Target Marketing", Marketing Science; Vol. 15, No. 4, 1996, 20 pgs.	

Examiner Signature		Date Considered	
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